

Yiming Chen

## **From Bricks to Clicks: The Impact of Online Retailing on Transport and the Environment**

- 1). Cullinane, S. (2009). From Bricks to Clicks: The Impact of Online Retailing on Transport and the Environment. *Transport Reviews*, 29(6), 759–776. doi:10.1080/01441640902796364
- 2). Sharon Cullinane likely works at School of Management and Languages of Heriot-Watt University. Some other source also indicates that she is a Visiting Fellow at University of Gothenburg. She has published a few articles like “The relationship between car ownership and public transport provision: a case study of Hong Kong” and “Comparative analysis of the carbon footprints of conventional and online retailing: A “last mile” perspective”.
- 3). The entire article surrounds the complex matrix of factors that causes sustainability problems for online shopping.
- 4). Individual consumers’ behavior and their subtle, yet ever changing, interactions with shopping make online shopping one challenging and dynamic web of obstacles. The fragmented nature of online shopping only worsens the situation by necessitating separate shipments to the same customer. Lastly, the need for a new type of distribution center brings its own fair share of problems to the mix.
- 5). Home shopping in general, and internet shopping in particular, presents additional complexities since not only do we need to consider consumers and their travel behaviour, but we must also consider the freight dimension in terms of the deliveries of goods ordered to homes.

If the only considerations taken into account are the direct and static ones, i.e. one van replaces 20 shopping journeys, then on balance, yes, it appears that online shopping could be environmentally responsible.

Combining the passenger travel complexities together with those on the freight side and also adding into the pot the problem of where to set the boundaries in terms of looking at the travel and environmental impacts makes the whole agenda fraught with difficulties.

6). This paper tremendously strengthen my presentation by bringing such a comprehensive list of factors that hinder sustainable online shopping. Moreover, Cullinane goes into great depths about many of the factors she mentions.

7). Separate shipments to the same customers are required because they usually order different categories of merchandise from different retailers.

Many additional changes like relocations of distribution centers and new inventory managements are needed to make online shopping more sustainable on a large scale.